Ready, set, go!

Full-funnel LinkedIn marketing strategies from start to finish



Assemble your course

Use LinkedIn Campaign Manager to target and achieve your objectives

Select your objective in Campaign Manager to see the relevant ad formats, features, and bid types.



Awareness

Maximise your brand's share-of-voice through impressions

Consideration

Encourage prospects to take actions like clicks to a landing page or social views/actions

Conversion

Track lead generation actions like whitepaper downloads

01 Get the ball rolling

- · Use a series of **Video ads** to captivate your audience and bring awareness to a cause, an event, or a brand campaign.
- · Use Single Image and Video ads in parallel to bring visual stories to life.
- · Use **Conversation ads** to deliver personalised messages at scale. Include rich media to visually enhance the topic.

Formats to consider:

- · Video ads
- · Single Image ads

Awareness

Conversation ads

Targeting for awareness:

- · Job function + seniority
- · Skills or job titles
- · Interest targeting
- · Look-a-like audiences



Retarget those who watched 25% of a Video ad with another Video or Single Image ad to deepen **engagement** during the early stages of the buying process.

02 Design your route

Consideration

Use a Single Image ad with a Conversation ad to give audiences multiple entry points to click through

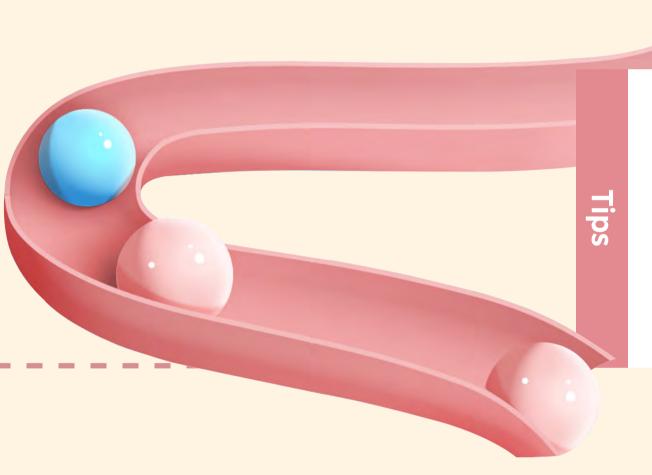
For website visits:

For video views:

Use Video ads of varying lengths to increase reach and engagement

For engagement:

Use a Video ad with a Carousel ad to make your middle-of-the-funnel campaign even more visual



Formats to consider:

· Single Image ads · Carousel ads · Conversation ads

Targeting for consideration:

- · Job titles + Member traits
- Uploaded lists · Website retargeting Retargeting by engagement

Split your audience into two segments:

1 - Those who watched 50% of a Video ad - show them a shorter video on a different topic

2 - Those who watched 50% of a

video ad - show them another consideration-stage video

03 Finish with a bang! Conversion

Use a Single Image ads and Message ads together with a Lead Gen Form to drive

For lead generation:

action for product demos, free trials, or event registrations For website conversions:

Use Single Image ads and Message ads to drive high-intent conversion opportunitie

such as content downloads and sales demos



Formats to consider:

- Message ads
- · Lead Gen Forms
- **Targeting for**

conversions: Uploaded lists · Website retargeting

- · Retargeting by engagement
- retarget those who submitted a Lead Gen Form for middle-of-funnel conversions like content downloads. · Retarget website visitors who downloaded top-of-funnel content with bottom-of-funnel thought

 Use a Conversation or Message ads to send a customised message to

leadership or product information to capitalise on brand familiarity.



Speak to a Transmission expert to pair your full funnel marketing with end-to-end campaign execution.

by TRANSMISSION

If you have any further questions or would like to discuss any of the points that we've discussed in this piece, please contact us: transmissionagency.com/contact

GET IN TOUCH

All in a single, unified offering.

About Transmission: Transmission is a full-service B2B agency that has vast experience in creating award-winning LinkedIn content and creative. We use our expertise as a LinkedIn Marketing Partner to deliver innovative digital experiences that drive the future of the platform and define what's next for our clients.

